

**Creative Introduces the E-MU<sup>®</sup> XM7**  
**High Performance Passive Bookshelf Speakers**  
*All New Compact Passive Speakers with Custom Drivers*  
*Designed to be the Perfect Companion for the Sound Blaster<sup>®</sup> X7*

**SINGAPORE – 17 March 2015** – Creative Technology Ltd today announced the E-MU<sup>®</sup> XM7, a pair of high performance passive bookshelf speakers specially created as a companion for its latest award-winning audio amplifier and USB DAC, the Sound Blaster<sup>®</sup> X7.



**E-MU XM7 Speakers**

Designed from the ground up with the same speaker architecture as professional studio monitors and inspired by E-MU's legendary acoustic craftsmanship, the E-MU XM7 features premium custom-designed drivers with a special tapered cabinet design and quality wooden finish.

Leveraging on E-MU's expertise in speakers and monitor design, these passive bookshelf speakers boast a high dynamic range and stunning soundstage to complement the most advanced Sound Blaster to date, giving users a cinematic audio experience for movies, games, and a live concert experience for music.

**Key Sonic Performance of E-MU XM7:**

- Custom-designed 5 inch woofer with oversized magnetic structure and shielding creates a tight bass response
- Specially doped 1 inch high-efficiency silk dome tweeter delivers soothing, clear and detailed highs
- Quality wooden enclosure minimises acoustic resonance
- Curved baffle design to reduce front baffle diffraction

- Gold-plated binding posts assure a solid connection to the Sound Blaster X7's amplifier outputs via bare wires or banana plugs
- 2.5 meters of high-quality oxygen-free copper speaker cables included

Furthermore, when paired with the Sound Blaster X7, users have the option to customise the speaker modes to suit their listening preference:

- Energetic – Suitable for movies and games (default)
- Neutral – Suitable for reference and monitoring use (monitoring / flat)
- Warm – Recommended for pure audiophile music enjoyment (easy listening / rich bass)



Sound Blaster X7 with E-MU XM7 Speakers  
(Brown Wood Grain)



Sound Blaster X7 with E-MU XM7 Speakers  
(Black Wood Grain)

### Technical Specifications:

- Enclosure : Wooden enclosed bookshelf
- Configuration : 2-way
- Frequency range : 50 Hz – 20 kHz
- Speaker impedance : 6 ohms
- Maximum input power: 60 W
- Woofer: 5 inch (132 mm) special combination diaphragm with oversized magnetic structure and shielding
- Tweeter: 1 inch (25 mm) silk dome tweeter
- Dimensions (H x W x D): 298 mm x 174 mm x 232 mm
- Weight (each): 4.35 kg
- Colour: Brown wood grain with metallic grey finish or Black wood grain finish

### ***Pricing and Availability***

The Creative E-MU XM7 speakers, priced at USD269.99, will be showcased and available for pre-order at the IT Show 2015 to be held on 19 – 22 March 2015 at Suntec Singapore (Creative Booth No: Hall 601, Booth 6141, Level 6). From end April 2015, the Creative E-MU XM7 speakers will be available at the online store at [sg.store.creative.com](http://sg.store.creative.com).

For in-store availability, please refer to local authorised dealers.

For more information on Creative E-MU XM7, please visit [www.creative.com/EMU-XM7/](http://www.creative.com/EMU-XM7/).

### ***About Creative***

Creative is a worldwide leader in digital entertainment products. Famous for its Sound Blaster® sound cards and for launching the multimedia revolution, Creative is now driving digital entertainment with cutting-edge audio solutions, premium wireless speakers, wireless headphones and portable media devices. Today, Creative re-invents the Sound Blaster, which has a user base of over 400 million, with its ground-breaking Sound Blaster Roar and Sound BlasterAxx that aim at the new mobile networked generation by bridging the worlds of the computer, smartphones, and tablets. Creative's proprietary technologies, innovative hardware, applications and services leverage the Internet, enabling consumers to experience high-quality digital entertainment – anytime, anywhere.

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